DOCUMENT RESUME

ED 295 243 CS 506 186

AUTHOR Stone, Vernon A.
TITLE Pipelines and Dead Ends: Jobs Held by Minorities and Women in Broadcast News.
PUB DATE Jul 88
NOTE 20p.; Paper presented at the Annual Meeting of the Association for Education in Journalism and Mass Communication (71st, Portland, OR, July 2-5, 1988).
PUB TYPE Speeches/Conference Papers (150) -- Reports - Research/Technical (143)

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS Administrators; *Broadcast Industry; Employed Women; *Employment Opportunities; Equal Opportunities (Jobs); *Females; Labor Needs; Media Research; *Minority Groups; *News Media; Promotion (Occupational); Racial Balance; *Racial Composition; Radio; Sex; Sex Differences; Television
IDENTIFIERS *News Directors; News Reporters

ABSTRACT

Because of the problem of lack of progress by minorities and women in the newsrooms of television and radio stations, a survey investigated the types of positions held by minority and non-minority men and women in broadcast news. Subjects, 730 news directors from non-satellite commercial TV stations and commercial radio stations, answered questionnaires about the number of minorities in the broadcast news work force. Findings showed that: (1) members of minority groups are only half as likely as whites to have managerial assignments, either top level or second level; (2) minority women, but not minority men, are filling a substantial number of rank and file news production jobs, which may lead to managerial positions; (3) minority women are as likely as non-minority men and women to be reporting or anchoring; (4) minority men are overrepresented in one of the lowest paying jobs in TV news, news camera operators; and (5) white women claim a substantial share of the work force and are being hired at a still higher rate than men, as are minority women--they are strongly represented in the managerial pipeline. However, few minorities have achieved positions of power as yet. (Five tables of data and 14 notes are included.) (MS)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED295243

PIPELINES AND DEAD ENDS: JOBS HELD BY MINORITIES AND WOMEN IN BROADCAST NEWS

by

Vernon A. Stone
Professor
School of Journalism
University of Missouri
Columbia, MO 65205

Ph. (314) 882-9939 (office)
445-0191 (home)

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY
Vernon A. Stone

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

☐ This document has been reproduced as received from the person or organization originating it

☐ Minor changes have been made to improve reproduction quality

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy

Paper presented to the Minorities and Communication Division, Association for Education in Journalism and Mass Communciation Annual Convention, Portland, Oregon, July 3, 1988. Stone is director of Research Services for the Radio-Television News Directors Association, which supported this research.

CS506186

PIPELINES AND DEAD ENDS: JOBS HELD BY MINORITIES AND WOMEN IN BROADCAST NEWS

This research addresses the problem of lack of progress by minorities, particularly the declining number of minority men, in the newsrooms of television and radio stations. Why have blacks and other non-whites not moved ahead in the past decade while white women have steadily increased their share of the broadcast news work force and managerial positions? Some say minorities are being turned away by poor prospects for professional advancement. Which members of news staffs hold the best paying positions and the ones in the pipelines for moving up? Which may be on deadend career tracks? This paper presents evidence on the types of positions held by minority and non-minority men and women in broadcast news.

The lack of progress by minorities has been documented. National surveys found minorities to comprise 13% of the TV news work force in 1972, 15% in 1979 and 13% in 1986. The erosion in the 1980s was by minority men, whose share of the work force dropped from 10% in 1979 to 8% in 1986. In contrast, the female, mostly white, share of the TV news work force grew from about 10% in 1972 to 26% in 1979 and 32% in 1986. Women also moved ahead while minorities lagged in advancing to head news operations. Female TV news directors increased from less than 1% of the total in 1972 to 14% in 1986. The minority share of TV news directorships was 4% in 1981, the first year for which figures are available, and 3% in 1986. Similar trends have been found in radio news.[1]

The opportunity for minorities' advancement into management has long been seen as necessary for their long-term progress. The Kerner Commission report in 1968 urged the news media "to do everything possible to train and promote" minority newspeople "to positions where those who are qualified can contribute to and have an effect on policy decisions."[2] A decade later, minorities' "lack of progress into middle management, policy-making jobs" was discussed at a conference labeled "Kerner Plus 10."[3] In 1988, with the situation still much the same, the president of the Radio-Television News Directors Association wrote that minorities were found "in highly visible roles in the newsroom -- anchors, street reporters, talk show hosts -- but not as decision makers -- editors, producers, news directors."[4]

To attract minority personnel, broadcast journalism must be seen as a field in which they can move up. For high school students who were considering journalism careers, a national survey found, the job quality that mattered most was the opportunity for professional advancement.[5] On the job, a third of the minority broadcast journalists surveyed nationally 15 years ago said they aspired to advance into broadcast management.[6] A more recent survey found minority journalists more likely than whites to say they aspired to management positions.[7]

But those aspirations have often met frustration. Despite constituting a small but substantial portion of the broadcast news work force for many years, minorities, unlike white women, have tended not to move up to become news directors. The degree to which the situation will change within the next few years is best predicted by who's in newsroom managerial positions and pipelines to those positions today. The present study ascertains the race and sex of persons in those jobs as well as others -- the anchors, reporters and camerapersons -- in broadcast news.

METHOD

Minority status, sex and job assignments of broadcast news personnel were assessed as part of a larger survey conducted by the author under the sponsorship of the Radio-Television News Directors Association. Questionnaires and a cover letter on RTNDA stationery were mailed in summer of 1987 to news directors at the population of approximately 850 U.S. non-satellite commercial TV stations and a sample of 830 commercial radio stations with working addresses. A second mailing went to non-respondents. Returns came from 375 (44%) of the TV and 355 (43%) of the radio stations.

RESULTS

Work Force

Members of minority groups were working in news at 64% of the commercial TV stations and 15% of the commercial radio stations surveyed in 1987, roughly the same as in 1986.[8] The figures also were essentially unchanged from 1972, when a comparable national survey found minorities working in news at 63% of the TV and 16% of the radio stations.[9]

Minorities made up 13% of the work force in TV news and 10% in radio news last year (Table 1). That's about the same as in 1986 and, for TV news, the same as in 1972. But minorities in radio news had lost ground since 1972, when they also constituted 13% of the work force.

The larger the market, the more likely were minority groups to be represented in broadcast newsrooms. Table 1 shows minorities working in news at practically all stations affiliated with the three major networks in the 50 largest markets (ADI, Area of Dominant Influence, ranks 1-50) and at half to two-thirds of the stations in smaller markets. Nearly half of the independent TV stations surveyed lacked news operations and either minority or non-minority newspeople. In radio, minority employment was reported by a

TABLE 1: Minorities and Women in Broadcast News

	N	Stations with Minorities		Minority Members of News Staff		Minority % of Work Force	Stations with Women		Women per News Staff		Female % of Work Force
		in News	as NDs	Median	Mean		in News	as NDs	Median	Mean	
All TV Stations	374	63.5%	3.6%	1.32	2.86	13.3%	86.4%	14.5%	5.95	6.85	32.0%
Network	293	74.8%	2.0%	1.90	3.40	12.7%	99.0%	10.6%	7.20	8.55	33.0%
Independent	81	23.5%	7.4%	.15	.86	16.9%	40.7%	21.0%	.34	1.59	31.8%
ADI 1-25	59	58.5%	6.8%	1.70	5.41	18.7%	73.3%	22.0%	4.50	9.32	32.2%
Network	25	92.3%	3.8%	9.00	9.88	14.8%	100.0%	11.5%	20.50	18.56	32.7%
Independent	34	32.4%	8.8%	.24	1.12	19.1%	52.9%	29.4%	.83	2.53	30.1%
ADI 26-50	54	66.7%	3.7%	2.25	3.83	14.5%	72.2%	11.1%	9.83	8.15	30.7%
Network	33	97.0%	.0%	6.00	6.06	14.7%	100.0%	6.1%	13.00	12.67	30.7%
Independent	21	19.0%	9.5%	.12	.33	9.8%	28.6%	19.0%	.20	1.00	30.8%
ADI 51-100	102	70.6%	2.2%	1.86	3.00	11.8%	90.2%	10.6%	7.93	7.89	31.1%
ADI 101-150	95	67.4%	5.6%	1.32	2.12	11.5%	93.7%	8.9%	5.97	6.19	33.6%
ADI 151-214	64	50.0%	.0%	.50	1.03	8.6%	93.7%	18.0%	3.64	3.94	32.8%
All Radio	355	15.2	6.3%	.09	.25	10.0%	55.8%	23.6%	.65	.85	32.6%
Major Markets	48	35.4%	17.8%	.27	.85	23.1%	62.5%	25.5%	.90	1.15	31.0%
Large Markets	65	27.7%	11.7%	.19	.42	13.0%	72.3%	25.8%	.94	1.06	33.2%
Medium Markets	127	11.8%	4.2%	.07	.13	5.1%	58.3%	25.4%	.71	.92	36.8%
Small Markets	115	3.5%	.9%	.02	.04	1.8%	40.9%	17.6%	.35	.54	27.0%

third of the newsrooms in major markets (more than 1-million population) but only about 4% of the ones in small markets (less than 50,000). Similarly, the minority percentage of the work force increased with market size.

While minorities stood still, women moved ahead. Practically all TV news staffs last year included at least one woman, compared to 57% of the staffs surveyed in 1972. (Table 1's values for television are lowered by the inclusion of a few independent stations with no news operations.) Newswomen were working at 56% of the radio stations in 1987, compared to 21% in 1972. Over the 15-year period, women's share of the news work force increased from 13% to 32% in television and from 10% to 33% in radio. The larger the market, the more likely was a station to have at least one newswoman. The female share of the news work force differed little by market size, except in small radio markets, where it was smaller.

News Directors

Women were news directors at 15% of the TV and 24% of the radio stations surveyed in 1987, about the same as in 1986. In 1972, less than 1% of the TV and 4% of the radio news directors were women.[10]

Minority news directors were found at 4% of the TV and 6% of the radio stations in 1987, about the same as in 1986 and 1981, the first year an RTNDA survey ascertained news directors' minority status.[11]

Table 2 shows that the majority of the few minority news directors at commercial television stations surveyed last year were Hispanic men. The others -- one or two each out of 331 respondents -- were black women, black men and Hispanic women. In radio, black men held a small plurality over black women and Hispanic men. Two of the 331 respondents were American Indian men and one each were American Indian women and Asian American men.

TABLE 2: Race and Sex of News Directors

	Television	Radio
Male	85.5%	76.4%
Female	14.5	23.6
White	96.4%	93.7%
Minority	3.6	6.3
White Men	82.8%	71.9%
White Women	13.6	21.8
Black Men	.3	2.1
Black Women	.6	1.5
Hispanic Men	2.4	1.5
Hispanic Women	.3	.0
Indian Men	.0	.6
Indian Women	.0	.3
Asian Men	.0	.3
Asian Women	.0	.0
	100.0%	100.0%
N	331	331

Pipeline positions

Prospects for a substantial increase in the number of minority news directors in the near future appear dim, because minority newspeople are underrepresented in the managerial pipeline. A 1986 survey by the author found that news directors most often come to their jobs from second level newsroom supervisory positions such as assistant news director, assignment editor or executive producer.[12]

One of every four news directors (24.7% in TV and 26.7% in radio) had come to his or her present job from another news directorship. Further analysis of the 1986 data on repondents whose previous job had not been as news director reveals that 56% of those in television had moved up from second-level news supervisory positions -- assistant news director, assignment editor, executive producer, managing editor or bureau chief. But Table 3 also shows that line producers, who can be considered trainees for executive producer or assistant news director, moved directly to 11% of the news directorships. Eight percent of the TV news directors came from non-news managerial positions such as operations manager, program director or promotion director. All told, 75% came from production and supervisory positions, compared to 20% who moved directly from reporting or anchoring. Two who moved up from reporting listed "reporter/photographer" as the previous job, the only mentions of photography as a steppingstone.

In radio, where most stations have staffs so small that there's little supervision to be done, the majority of news directors had been a reporter, anchor or announcer/disc jockey in the previous job. Table 3 also shows that a substantial number had been non-news managers such as operations or program directors. About as many radio news directors been hired from outside broadcasting, for example, university students, high school teachers and motel clerks.

TABLE 3: Jobs News Directors Promoted from

	Television	Radio
Management Track	74.6%	29.9%
Assistant News Director	23.5	4.1
Assignment Editor	13.6	2.0
Executive Producer	11.9	1.0
Producer	11.3	1.9
Managing Editor	4.8	3.3
Bureau Chief	2.0	0.0
Non-News Broadcast Mgt.	7.5	17.6
Talent Track	20.5	54.5
Reporter, Anchor	20.5	38.1
Announcer/Disc Jockey	0.0	16.4
Other	4.9	15.6
	100.0%	100.0%
N	293	244

Table 4 shows that, whereas minorities made up 13% of the TV news work force, they held only 8% of the news supervisory positions (printed on the survey questionnaire as "ND, Asst. ND, Assmnt Ed, etc."). By contrast, white women, 26% of the work force, occupied 27% of the supervisory positions. White men, 60% of the work force, were in 65% of such jobs.

Also in the managerial pipeline, minority and non-minority women were serving as news producers in proportions greater than their shares of the work force, while men were underrepresented as producers.

On the talent track, minority and non-minority women's shares of reporting and anchoring jobs exceeded their staff shares. White men were anchors in about the same proportion as their staff numbers and were underutilized as reporters. Minority men were underutilized as both anchors and reporters.

Minority men were overutilized in news photography, a job that can easily prove deadend. Probably in part because of the weight of ENG cameras and related equipment, few minority or non-minority women were news camera operators. Besides, news camerapersons are among the lowest paid staff members -- median $15,600 in 1987, compared to $19,000 for line producers and $16,900 for rank and file reporters. Top pay goes to news directors ($38,000) and anchorpersons ($26,000 median last year). The typical TV station's highest paid anchor made $38,000.[13]

New hiring has been favoring women. Within the 12 months preceding the 1987 survey, minority and non-minority women were hired at rates exceeding their shares of staff positions. Minority men were hired at their existing level. White men were hired at a lower rate (51%) than their share (60%) of the total TV news work force.

In radio, minorities were also in few supervisory positions and were slightly underutilized as reporters and anchors.

TABLE 4: Means and Percentages of Minorities and Women in News Positions

	White			Black		Hispanic		Indian		Asian		All Minorities			All Staff			
Television	Men	Women	Total	Men	Women	Men	Women	Men	Women	Men	Women	Men	Women	Total	Men	Women	Total	N
Supervisors	1.68	.69	2.37	.08	.06	.04	.02	.00	--	--	--	.12	.08	.20	1.80	.77	2.57	374
Shares	65.4%	26.8	92.2	3.1	2.3	1.6	.8	.0	.1	.1	.1	4.8	3.0	7.8	70.0	30.0	100.0%	
Reporters	3.89	2.38	6.27	.29	.40	.13	.10	.01	.02	.04	.06	.47	.58	1.05	4.36	2.96	7.32	374
Shares	53.1%	32.5	85.6	4.0	5.5	1.8	1.4	.1	.2	.5	.8	6.4	7.9	14.3	59.6	40.4	100.0%	
Anchors	3.06	1.55	4.61	.15	.21	.06	.05	--	.01	--	.05	.22	.32	.54	3.28	1.87	5.15	374
Shares	59.4%	30.1	89.5	2.9	4.1	1.1	1.0	.1	.2	.1	.9	4.2	6.2	10.4	63.6	36.3	99.9%	
Producers	1.34	1.09	2.43	.09	.15	.08	.04	.01	--	.02	.05	.20	.24	.44	1.54	1.33	2.87	374
Shares	46.6%	37.9	84.6	3.1	5.2	2.7	1.3	.2	.1	.6	1.7	7.0	8.4	15.4	53.6	46.4	100.0%	
Photographers	4.28	.56	4.84	.54	.04	.22	.03	.01	.01	.04	.01	.82	.09	.91	5.10	.65	5.75	374
Shares	74.4%	9.7	84.1	9.4	.6	3.8	.5	.2	.1	.7	.2	14.3	1.5	15.8	88.7	11.3	100.0%	
Total News Staff	12.89	5.69	18.58	1.11	.77	.47	.20	.02	.04	.10	.15	1.70	1.16	2.86	14.59	6.85	21.44	374
Shares	60.1%	26.5	86.6	5.2	3.6	2.2	.9	.1	.2	.5	.7	7.9	5.4	13.3	68.0	32.0	100.0%	
New Hires	2.38	1.50	3.88	.21	.26	.13	.06	.01	.01	.02	.07	.37	.40	.77	2.75	1.90	4.65	374
Shares	51.2%	32.2	83.4	4.5	5.6	2.8	1.3	.2	.2	.4	1.5	8.0	8.6	16.6	59.1	40.9	100.0%	
Radio																		
Supervisors	.62	.23	.85	.02	.02	.01	--	.01	--	--	.00	.04	.03	.07	.66	.26	.92	354
Shares	66.9%	25.3	92.2	2.5	2.5	1.2	.3	.6	.3	.3	.00	4.6	3.1	7.7	71.6	28.4	100.0%	
Reporters	1.24	.55	1.79	.06	.04	.03	.01	.01	.01	.01	.01	.11	.07	.18	1.35	.62	1.97	354
Shares	63.0%	27.8	90.8	3.2	2.3	1.6	.7	.4	.3	.4	.3	5.6	3.6	9.2	68.6	31.4	100.0%	
Anchors	1.28	.49	1.77	.05	.04	.03	.01	.01	.01	.01	.01	.10	.07	.17	1.38	.56	1.94	354
Shares	66.0%	25.2	92.2	2.5	2.2	1.6	.3	.3	.3	.3	.3	5.2	3.6	8.8	71.2	28.8	100.0%	
Total News Staff	1.54	.72	2.26	.08	.07	.05	.01	.01	.01	.01	.01	.15	.10	.25	1.69	.82	2.51	354
Shares	61.4%	28.6	90.0	3.3	3.7	2.0	.6	.3	.3	.6	.2	6.0	4.0	10.0	67.4	32.6	100.0%	
New Hires	.46	.28	.74	.01	.03	.03	.01	.00	--	.01	.01	.05	.05	.10	.51	.33	.84	354
Shares	54.7%	33.3	88.0	1.3	3.7	3.3	1.0	.0	.4	1.0	.7	6.0	6.0	12.0	60.7	39.3	100.0%	

Who's Doing What

Differences in pipeline prospects may be seen more dramatically by looking at the share of persons within each minority/sex category -- for example, white women -- who were doing each of the main jobs in news operations. Table 5 shows that white women in TV news were in supervisory positions in roughly the same proportion as white men, which was twice as great as for minority women or men. Minority status aside, women were twice as likely as men to be on managerial steppingstones as news producers.

Nearly half of the minority women in TV news were doing reporting, the job that normally leads to anchoring with its higher pay and opportunities for stardom. Two out of five white women also were reporting, compared to less than a third of the white and minority men.

Minority and non-minority women were a little more likely than white men and twice as likely as minority men to be anchoring. Thus, minority men were trailing in the talent as well as the managerial pipeline.

What were minority men in TV news doing? They were toting, lifting and operating the electronic news gathering equipment used in the photography of actualities. Nearly half of the minority men were ENG camerapersons, compared to a third of the white men, 10% of the white women and 7% of the minority women.

In radio, where staffs are smaller and duty assignments are less varied, differences were less than in television. Nevertheless, as Table 5 details, white men were the most likely to be supervisors, but the likelihood for white women and members of minorities was also strong in radio. Most radio news personnel do reporting and anchoring. Indeed, as indicated by Table 5's high total percentages from multiple duties, most people in most radio news operations do everything.

TABLE 5: What Broadcast News Personnel Do, by Race and Sex

	White			Black		Hispanic		Indian		Asian		All Minorities			All Staff		
Television	Men	Women	Total	Men	Women	Men	Women	Men	Women	Men	Women	Men	Women	Total	Men	Women	Total
Supervising	13.0%	12.2%	12.8%	5.3%	4.8%	4.1%	18.2%	.0%	7.9%	2.9%	2.0%	6.0%	6.9%	6.4%	12.2%	11.2%	12.0%
Reporting	30.2	41.8	33.7	26.4	52.5	28.0	51.2	26.3	53.3	34.2	39.3	27.3	47.2	35.4	29.8	43.4	34.1
Anchoring	23.7	27.2	24.8	13.7	27.1	12.6	26.1	15.8	28.9	2.9	32.0	12.8	27.6	18.8	22.4	27.3	24.0
Producing	10.4	19.2	13.1	8.2	19.5	16.0	18.2	13.3	7.9	15.7	32.0	11.0	20.5	14.8	10.4	19.4	13.4
Photography	33.2	9.9	26.0	48.6	4.8	47.4	13.3	57.9	13.2	44.1	8.7	48.1	7.1	31.4	34.9	9.5	26.8
*Total	110.5%	110.3%	110.4%	102.2%	108.7%	108.1%	127.0%	113.3%	111.2%	99.8%	114.0%	105.2%	109.3%	106.8%	109.7%	110.8%	110.3%
Mean	12.89	5.69	18.58	1.11	.77	.47	.20	.02	.04	.10	.15	1.70	1.16	2.86	14.59	6.85	21.44
Radio																	
Supervising	40.2%	32.6%	37.8%	28.0%	33.8%	21.6%	21.4%	75.0%	37.5%	21.4%	0.0%	27.7%	30.2%	28.7%	39.1%	31.2%	36.5%
Reporting	80.5	67.3	79.2	75.6	66.2	60.8	100.0	100.0	75.0	57.1	100.0	70.3	74.0	71.7	80.0	76.0	78.4
Anchoring	83.1	68.8	78.6	58.5	61.8	60.8	42.8	75.0	75.0	42.8	100.0	58.7	62.5	60.2	80.9	68.1	76.7
*Total	203.8%	168.7%	195.6%	162.1%	161.8%	143.2%	164.2%	175.0%	187.5%	121.3%	200.0%	156.7%	166.7%	160.6%	200.0%	175.3%	191.6%
Mean	1.54	.72	2.26	.08	.07	.05	.01	.01	.01	.01	.01	.16	.10	.26	1.70	.81	2.51

*Some do more than one, particularly in radio.

DISCUSSION

The findings explain at least partially why so few minorities in broadcast news have been moving up to become news directors or higher broadcast managers. They are not even in the managerial pipeline. Members of minority groups are only half as likely as whites to have managerial assignments, either top level or second level. Minority women, but not minority men, are filling a substantial number of rank and file news production jobs, which may lead to managerial positions.

On the talent track, minority women are as likely as non-minority men and women to be reporting or anchoring. But minority men are much less likely than minority women to have jobs that put them on the air as reporters or anchors. So while Black, Hispanic and other minority women are winning on the talent track but tending to lose on the managerial track, minority men are double losers. They are underrepresented in both pipelines to advancement in broadcast news.

Minority men, on the other hand, are overrepresented in one of the lowest paying jobs in TV news. Nearly half are news camera operators. While they sometimes move inside for production and assignment jobs, it's easy for them to remain photographers on a deadend basis.

Little wonder, then, that minority men have been leaving broadcast news for better professional opportunities. As word gets around, we may also see fewer male minority students in broadcast news classrooms.

White women, meanwhile, are progressing relatively well, albeit not as fast as many would like. They claim a substantial share of the work force and are being hired at a still higher rate, as indeed are minority women. White women are taking over a higher proportion of news directorships each year, and their strong representation in the managerial pipeline predicts

their continuing displacement of white men as news directors. In the talent career track, women are firmly established and can be expected to gain even greater prominence as reporters and anchors.

Minority women, now primarily reporters and anchors, and highly successful as such at many stations, are also becoming prominent enough as news producers to be positioning themselves to move up in management.

However, such encouraging findings for minorities are few. The fact remains that, though they have been in the broadcast news work in substantial numbers for upward of two decades, few minorities have achieved positions of power. While white women have taken thousands of jobs once held by white men, the survey figures for minorities have not improved from 1972 to 1987. Rather, recent years have brought attrition among minority newsmen. We may be seeing effects of two decades of frustrated aspirations. A black educator writes that the recommendations of the 1968 Kerner Commission report "remain an unfulfilled dream... Although the screen fades to black, whites are still managing the box."[14]

While shedding new light, the present study still raises more questions than it answers. Examples: Why are minorities underrepresented in the managerial pipeline? Institutional discrimination? Reluctance by white dominated media to choose non-white supervisors? Problems in education and training? Unattractive rank and file salaries? Do the minority men who are operating news cameras have potential to advance in either managerial or talent ranks? Why are minority women surpassing minority men as reporters, anchors and producers? Is it part of a larger trend toward greater female presence in a field traditionally dominated by men? Answers at this point are tentative at best. Further research is needed to identify root problems and to guide new action toward solutions.

FOOTNOTES

1 Vernon A. Stone, "Radio-Television News Directors and Operations," RTNDA Communicator, June 1973, pp. 3-12; Vernon A. Stone, "Changing Profiles of News Directors of Radio and TV Stations, 1972-1986," Journalism Quarterly, 64:745-749; Vernon A. Stone, "Trends in the Status of Minorities in Broadcast News," Journalism Quarterly (in press for Summer 1988).

2 Report of the National Advisory Commission on Civil Disorders (New York: Bantam Books, 1968), p. 385.

3 Marion Marzolf and Melba Tolliver, Kerner Plus 10: Minorities and the Media: A Conference Report. Ann Arbor: Howard R. Marsh Center for the Study of Journalistic Performance, University of Michigan, 1977), p. 10.

4 Ernie Schultz, "Toward the Year 2000: The Challenge of Change," RTNDA Communicator January 1988, p. 91.

5 Judee K. Burgoon, Michael Burgoon, David B. Buller, Ray Coker and Deborah A. Coker, "Minorities and Journalism: Career Orientations Among High School Students," Journalism Quarterly, 64:434-443 (1987).

6 Vernon Stone and Tracy Regan, "A Survey of Minorities in Broadcast News," RTNDA Communicator, January 1975, pp. 4-5.

7 Jonathan Atler, "No Room at the Top," Newsweek, December 1, 1986, pp. 79-80.

8 Vernon A. Stone, "Women Gain, Black men Lose Ground in Newsrooms," RTNDA Communicator, August 1987, pp. 9-11.

9 All 1972 values are from Stone, "Radio-Television News Directors and Operations," loc. cit.

10 Ibid.

11 Stone, "Trends in the Status of Minorities...," loc. cit.

12 Vernon A. Stone, "News Directors Aspire To Become GMs." RTNDA Communicator, September 1987, pp. 59-62.

13 Vernon A. Stone, "Salaries Change Little in 1987," RTNDA Communicator, February 1988, pp. 13-17.

14 Dhyana Ziegler, "The Kerner Commission Report: An Unfilled Dream," RTNDA Communicator, August 1987, p. 23.